
From: Greg Heiple [mailto:gheiple@gregheiple.com]
Sent: Monday, February 08, 2010 1:14 PM
To: EBSA, E-ORI - EBSA
Subject: RIN 1210-AB33--- Responding To--- Request for Information Regarding Lifetime Income Options for Participants and Beneficiaries
Importance: High

Please consider this simple suggestion-----

Q: The Department of Labor is wondering if they should offer, "Lifetime Income Options" for 401k plans. Is this a good idea?

A: If we let a little air out of the 401k's tires, we think so.

Allow us to explain. It's not what you think.

A truck got stuck under a bridge. The bridge was hugely important to this particular community. There was no money in the budget to fix a broken bridge. If the bridge was damaged, the results would be catastrophic for the economy. Experts from around the world were brought in to come up with a solution. They had no luck.

An 11 year old riding his bike by this fiasco said, "Let the air out of the tires".

It worked.

"Let the air out of the tires".

Our, "Let the air out of the tires" solution for the DOL's "Lifetime income option" is:

Bifurcate the monthly 401k statements.

There is no cost with our solution.

There is no financial literacy program to implement with our solution.

There is no need to offer or create new financial products with our solution.

Treat the statement like a scale (scale of justice). Spend from the left, invest on the right.

To see an example of a bifurcated statement **call us.**

To see an example of how to create a lifetime income by balancing a scale, **call us.**

Greg Heiple
218 E. Eufaula
Norman, OK 73069
405-447-5535